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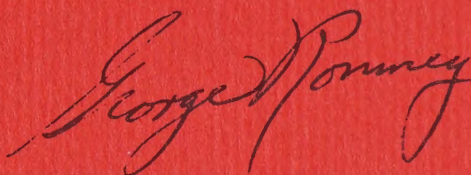
A STARTLING NEW CONCEPT

Just as the massive oak springs from the tiny acorn, so have many of this century's proudest achievements started with the germ of an idea. But ideas, like seeds, cannot hope to flourish without care and cultivation.

26th January, 1961

To Charles Watson, Peel Village

We are appreciative of your leading role in our building of our new Rambler Plant in Peel Village. We hope we can help you to make Peel Village all that you dreamed it could be.



George Romney

(Mr. Romney is now Governor of the State of Michigan)

Peel Village

HIGHLANDS

- Fronting on major highways, south of the Montreal-Detroit 401 Expressway
- Total area exceeds 1,000 acres
- Projected population: 35,000
- 12,000 family units for sale and rent
- Both high-rise and low-rise apartments
- Town House and Garden Courts for sale and rent
- Unique 'Pavilions' for local shopping and community activities
- A large Shopping Galleria as the new community's focal point
- Total expenditure: over 200 million dollars
- Parks, play areas, and public buildings on 'Campus' settings
- Architecturally-controlled Industrial Park with buildings for sale or rent

INQUIRIES ARE INVITED from industrialists, municipal authorities, land owners, and parties interested in joint ventures. Address in confidence to:

Charles F. Watson
Suite 906, Board of Trade Building,
11 Adelaide Street West,
Toronto, Ontario, Canada.

Introducing

A STARTLING NEW CONCEPT

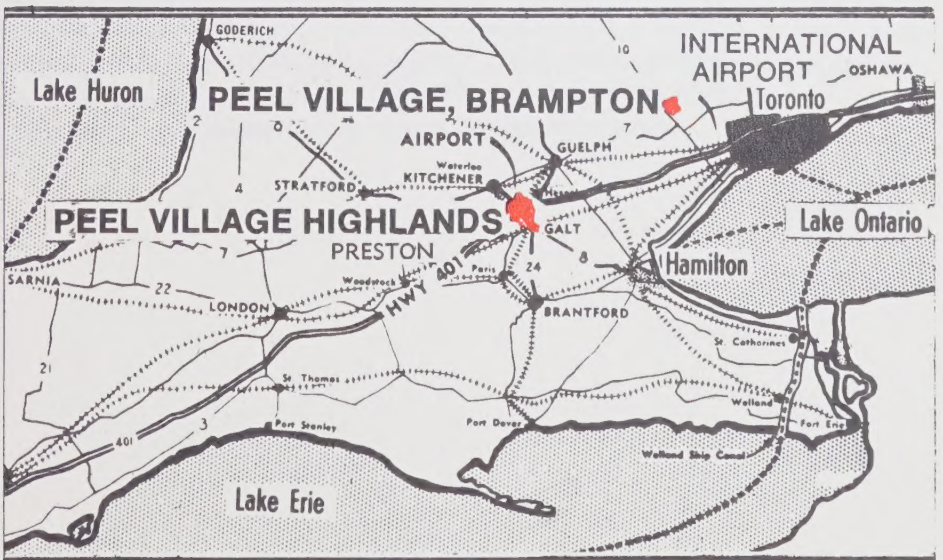
- in lowering down payments
- in lowering home prices
- in community development

Peel Village Highlands

Highway 8, South side of 401 Expressway in the Preston, Galt, Kitchener Area

PRESTON — ONTARIO — CANADA

From many years of experience, study, and analysis comes a complete and totally new city of 35,000 people. A totally new idea in community planning is now taking shape on the pastures and highlands overlooking the scenic Grand River—a startling new concept that could well become the model for future developments throughout Canada. We believe its creation clearly illustrates the essential strength of our democracy. The lowering of home prices and down payments by several thousand dollars can be accomplished only when vision, imagination, and experience are combined to serve the common need. Only with the co-operation of local, county, and Provincial officials can old conventions and outdated ideas be pushed aside to meet square-on the crisis of family accommodation — the most critical social crisis facing our country today.



A STARTLING NEW CONCEPT

. . . a startling need behind it.

FAMILIES CANNOT PAY SPIRALLING HOUSE PRICES OR MEET HIGH DOWN PAYMENTS.

At no time in history has Canada faced a housing crisis as severe as the one it faces today. Every indication is that things will get worse before they get better. By 1980, eight out of every ten Canadians will be living in towns and cities. Half of the population will be under the age of 25. A whopping two and half million new housing units will be needed. (This is equal to 140 new cities the size of Brampton, 50 the size of Kitchener, or two new cities the size of Metropolitan Toronto.) And the cost of serviced land continues to skyrocket. Already, thousands of families have given up the dream of owning a home of their own. Staggering rents have forced others into sub-standard accommodation. And the cost of serviced land and down payments creeps steadily upward each year.

Time is running out. Today there is a crying need for sensibly-priced accommodation. It cannot be filled without major changes to much of our present day thinking. Regulations and restrictions written for by-gone eras must be replaced. A more realistic approach must keep in mind people's needs, and their abilities to save and to spend. Outdated ideas and attitudes must not be allowed to stand between new homes and the families who desperately need them. We believe that Peel Village Highlands will show what can be accomplished when old-fashioned ideas give way to intelligent planning . . . when regulations serve as handrails not handcuffs.

A STARTLING NEW CONCEPT

. . . and how a critical need is answered.

A TOTAL COMMUNITY DESIGNED TO MEET THE DEMANDS AND REQUIREMENTS OF THE PEOPLE WHO MUST ULTIMATELY PAY FOR IT.

A housewife shopping for dinnerware would quickly become incensed to learn that the smallest set available was for 24 people. In the same way, her husband, looking for a gallon of paint, would never allow the salesman to sell him a ten-gallon drum. Yet without even knowing it, many people have paid, and will continue to pay, extra money unnecessarily — for the construction of their quiet, residential street that rarely carries anything heavier than a bread truck, yet was built to accommodate a steady stream of heavy highway traffic. In the same way, they are forced to buy (and pay taxes on) oversized lots that bear no relationship to their actual needs or requirements. **Roads, lot sizes, and parks in Peel Village Highlands are not designed to meet old fashioned standards. They are designed to meet the demands and requirements of the people who must pay for them. This means impressive savings passed on to every family in the form of lower down payment or rentals.**

Peel Village Highlands offers other pleasant surprises as well. There will be no indiscriminate use of axes and bulldozers. Building sites will follow the natural contours of the land. Long rows of identical houses on identical lots on identical streets have no place in Peel Village Highlands. The result will be an attractive **total** community. A place where people of all ages and income groups can work and play — and live within their means.

A STARTLING NEW CONCEPT

... that could be created only by men of experience.

**NEVER BEFORE IN CANADA HAS ANY GROUP OR
COMPANY HAD THE OPPORTUNITY AND CHALLENGE
OF CREATING TWO TOTALLY PLANNED
COMMUNITIES.**

A 200 million dollar development is a monumental task. It requires men who have done it before, men with experience, vision, daring and the capacity to get things done. **Peel Village Highlands, Preston, has been created by the very same group which envisioned, negotiated, developed, and constructed Brampton's famous Peel Village, on the boundary of Metropolitan Toronto.**

The population of Brampton, has grown from 13,000 in 1959 to almost 40,000. Within Brampton, one thousand acres was transformed into Peel Village, a complete and totally planned new community of homes, apartments, town houses, schools, churches, industry, shopping facilities and other community services. To date, over 75 million dollars worth of bricks and mortar have been used. 4,000 new jobs were created by the construction of new industrial plants for such corporate giants as American Motors, Canadian Industries Limited, Benson and Hedges, and others.

The creators of Peel Village Highlands have a long-established reputation in their association with major industry, firms such as Eaton's, American Motors, Dominion Stores, other leading industrial companies, banking and lending institutions. This reputation has helped make Peel Village and several other projects a success. It is your assurance that the creators of Peel Village Highlands have the proven capacity to follow it through to completion.

A STARTLING NEW CONCEPT

. . . a marriage of ideas

**a master plan by the conceivers,
the Council of Preston,
the Planning Board, School Board,
Public Utilities Commission,
and others.**

The high cost of land and housing has become a popular topic for debate. People at all levels decry it. Few, if any, have taken positive action to do something about it. The Town of Preston is a happy exception. Here, a highly skilled team has been commissioned to create a "Master Plan of Land Use" from the Town's approved new standards. One of its principle objectives is to combine intelligent economy with a high standard of design and construction.

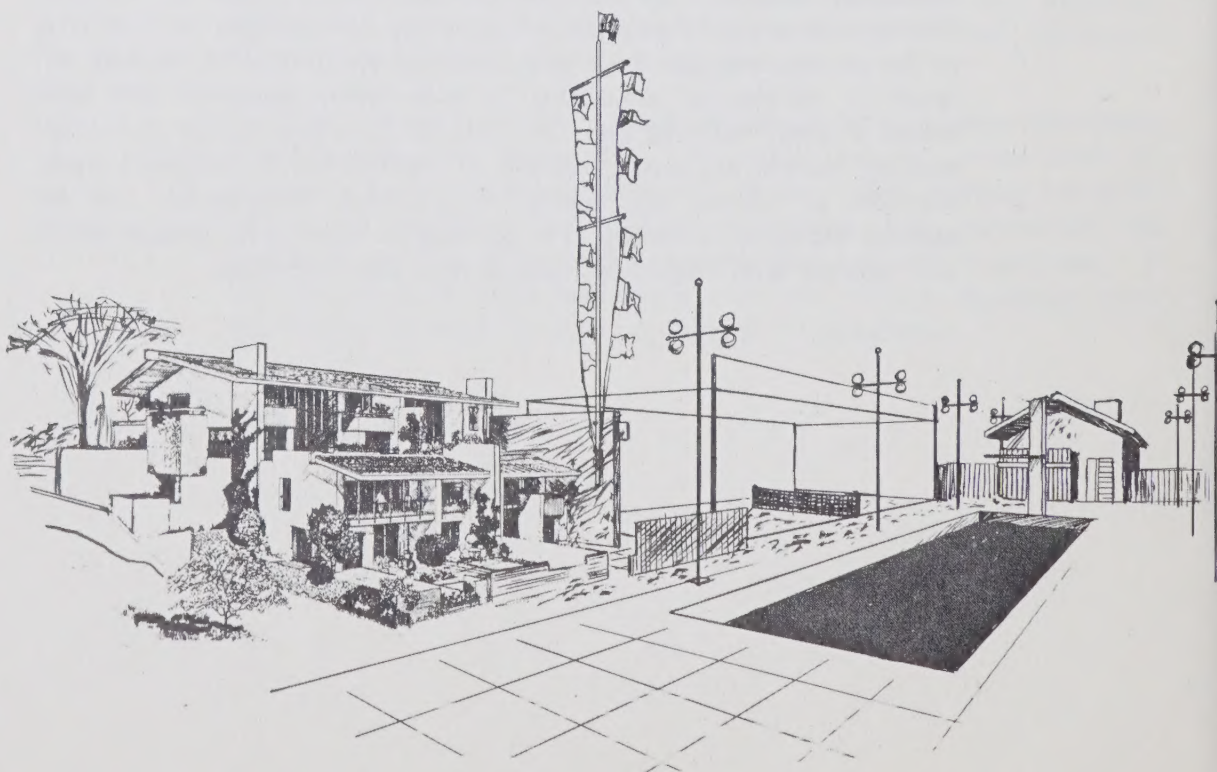
Much of the recent increase in the cost of housing stems from the high cost of land and servicing. To lower these costs, Peel Village Highlands' Master Plan will incorporate Cluster Housing, whereby lot sizes, streets, and services will meet the demand and requirements of the people who use them and must pay for them. The savings will result in substantial reductions to both down payments and total prices of every housing unit. This will not be a community of similar-looking houses set along ribbons of pavement. It will be a lively complex of homes, apartments, recreational, commercial, and industrial facilities—a totally new concept in community design which will sparkle with liveability, appearance and economy.

A STARTLING NEW CONCEPT

**... Recreation centres,
Parks, Walkways and Tot Lots,
within earshot of Mother.**

Peel Village Highlands will take full advantage of the countryside's present natural beauty: the rolling meadows leading to the banks of the picturesque Grand River. The size and number of parks and play areas will not depend on the total area of the community, but rather on the number of **people** who will use and enjoy them.

To avoid that monotonous look of long rows of houses set in uniform alignment, many homes will back on to parklands and grassy areas. Some will be adjacent to a walkway system that will connect street to street, school to park, park to campus or community centre . . . and on to neighbourhood Pavilions which will be the local neighbourhood centres for shopping, meetings, and services. Because careful design standards have been foremost in the planning of Peel Village Highlands, homeowners can relax, secure in the knowledge that they will never be affected by Subdivision Blues . . . that sad feeling of sameness that prevails in so many other areas.

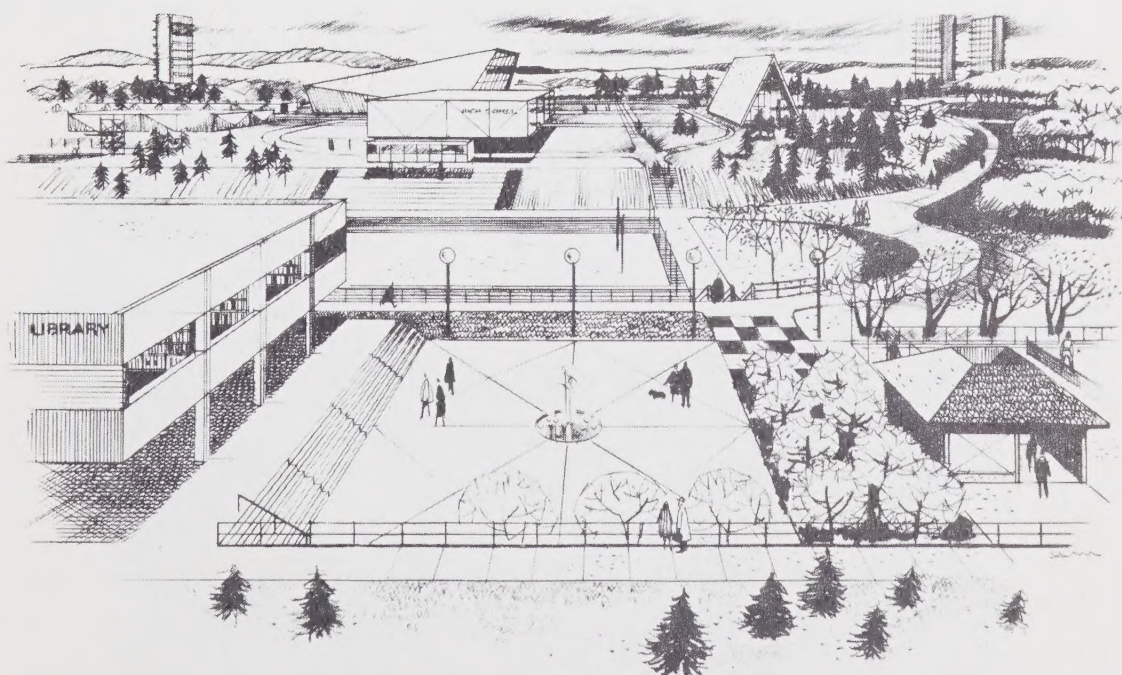


A STARTLING NEW CONCEPT

**... in the relationship of Schools,
Churches, and
community activities.**

Through the close co-operation of the Preston School Board, land requirements for schools have already been established. In addition, the Board has been granted an option to acquire additional land over the next 10 years at the present 1967 land value.

It is proposed that schools, churches, and community centres will be carefully grouped together, so that each unit may benefit from the facilities of those beside it. The result: a totally modern and practical community campus, complete with meeting facilities and recreational areas all blended into one harmonious unit, that could be surrounded by landscaped parkland and greenery. The advantages of the campus concept are numerous. Daytime school activities, evening and weekend community functions require basically the same facilities. The elimination of duplication of services and materials, achieves substantial savings to be passed on directly to the taxpayer.



A STARTLING NEW CONCEPT

**... Colour, Variety,
and choice of lively shopping
in new, exciting forms.**

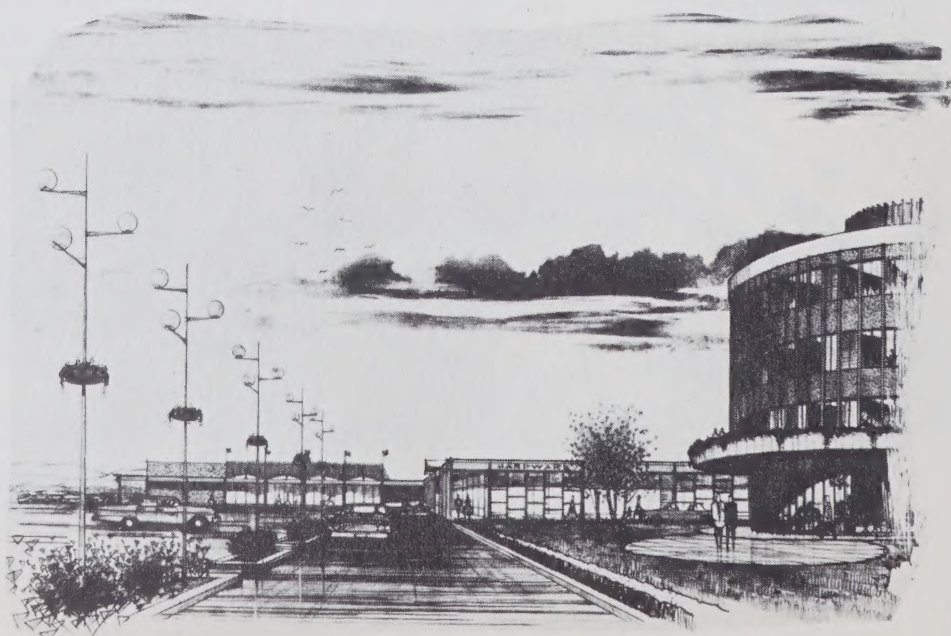
The same people who have had the experience of transforming a 40 year old factory that produced Model T cars, into one of the continent's most successful mall-type marketplaces, with Eaton's and many other of Canada's most important retailers, bring to Preston's Peel Village a new approach, new ideas in community shopping facilities.



"Neighbourhood Pavilion", the new approach to the corner store will be strategically located at Park walkways in neighbourhood areas, with small service stores, barber, beauty shops, even the local Doctor's office. The

Pavilions may also be designed as semi-enclosed auditoriums for Cubs, Brownies and community activities, with perhaps outside recreational activities.

The Community Shopping GALLERIA will be a community focal point of shops of every description, entertainment and cultural activities as well as a meeting and fun place for young and old.

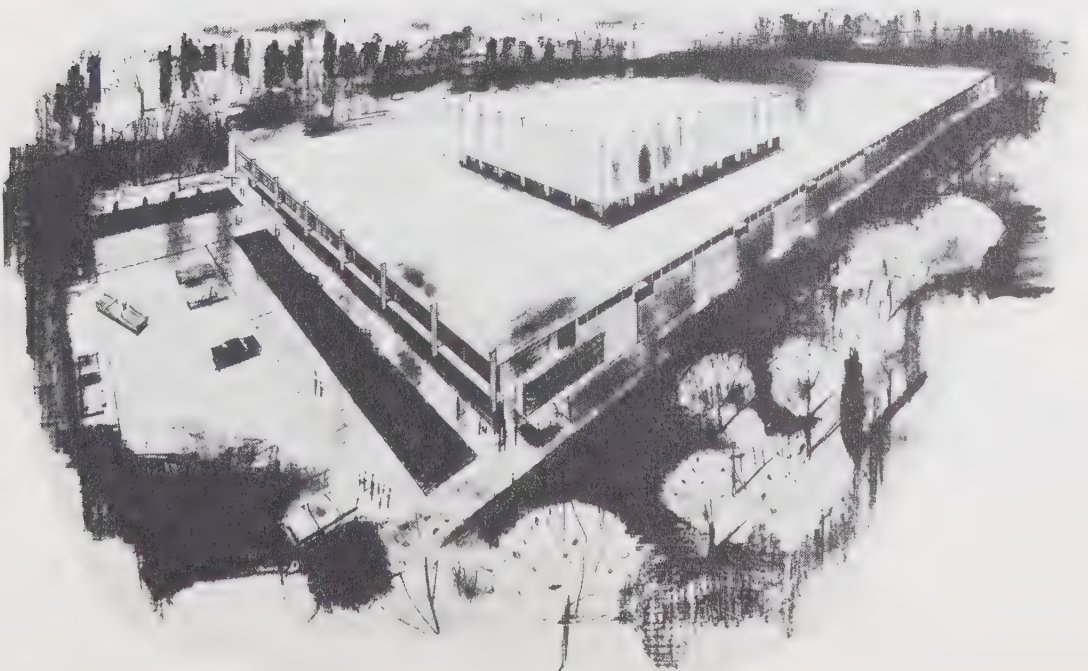


A STARTLING NEW CONCEPT

... AN INDUSTRIAL PARK deep in the heart of Canada

The creators of Peel Village Highlands Industrial Park, fronting on Highway 401, have a proven record of attracting important industry.

- The Park is served by major highways, including the multi-laned 401 expressway from the Mid-Western U.S. and Detroit to Toronto, Montreal, and Eastern Canada. Other roads provide a direct route to Canada's Golden Horseshoe and New York State.
- An excellent pool of highly skilled and unskilled labour.
- Favourable tax, water, hydro, and gas rates.
- Architectural control for long-term protection.
- Abundant sensibly-priced housing nearby.
- 35% of Canada's consumer market is within a radius of 100 miles.
- Favourable industrial/residential assessment ratio.
- Package plan: requirement investigation, design, construction, financing on either an outright sale or rental basis (Brokers protected).



A STARTLING NEW CONCEPT

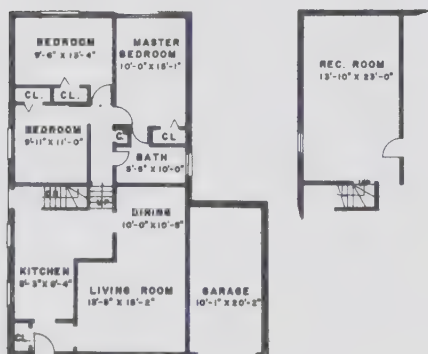
... In affordable homes

in clusters in an atmosphere of order and beauty.

The all-too-familiar sight of long, endless rows of houses set back from a wide, asphalt strip of road has been carefully avoided in the creation of Peel Village Highlands. Many homes back onto parkland or pedestrian walkways. Small, intimate 'House Groupings' create an ever-changing view along each street. This allows each home to be designed and built according to its relationship with the homes around it. No longer are lot widths based upon arbitrary standards (as happens in most communities). The result is that, where a shorter lot width is utilized, the expense of associated services (such as storm sewers, sanitary sewers, curbs, and gas lines) also decreases, presenting an impressive saving to the homeowner in both initial cost and in yearly taxes.

Careful planning and the designing of loop streets and cul-de-sacs ensure that only a minimum of traffic will pass through single-dwelling neighbourhoods.

Because the need for **all** types of housing has been answered in Peel Village Highlands, residents will be able to remain within the community throughout **every** phase of their lifetime: as single people, young marrieds, families, older couples, and senior citizens. This is a major benefit in creating a complete and fully-balanced community — a benefit that is, unfortunately, all too often overlooked.



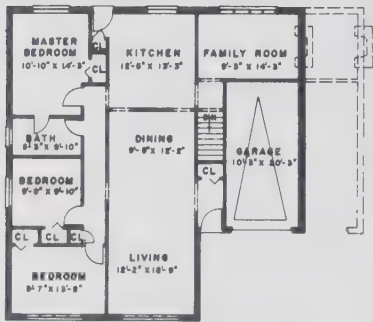
THE CENTENNIAL — The Centennial 3 bedroom home back split with all the tradition of the past, with the freshness of design and the Centennial excitement for the future.

THE CENTURY — A past century of progress, the tri-level Century home of the future. A magnificent home in its crisp tones of brown and whites, with wrought iron dividers, three large bedrooms with fourth bedroom or den with walkout.



THE CANADIANA — The Canadiana two storey built for Canadians with a feeling of luxury and roominess in its 4-bedrooms, large kitchen, attached garage, and its imposing appearance. Comes in either Tudor or Colonial elevation.

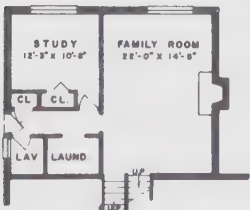
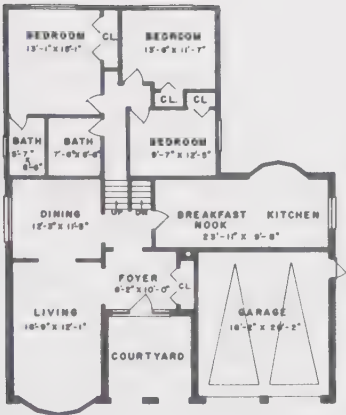
THE COLONY — The Colony 3 bedroom bungalow with its rich warm feeling of days long past, but planned for today's modern family with its rustic old colony fireplace in the family room, to its ultra large living room. This is the newest of the new in bungalows.



THE CENTURIAN — The Centurian house of the future for a family of the future, large and spacious with double garage and four bedrooms. To see is to buy it, and then have your own family centennial celebration.



P. V. CUSTOM 102 — Ultra large Custom 4 bedroom with 2½ baths family room, for those who want the very best.

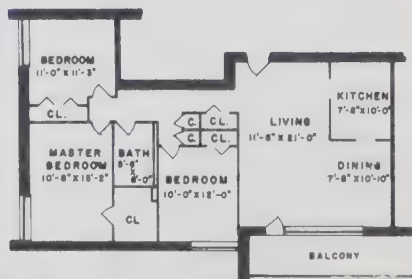
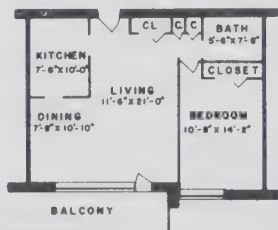


P. V. CUSTOM 107 — The newest of new back splits with balcony. Kitchen overlooking the large family room with walk-out, 4 bedrooms, 2½ baths, spacious with luxury and value.

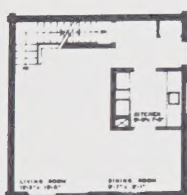
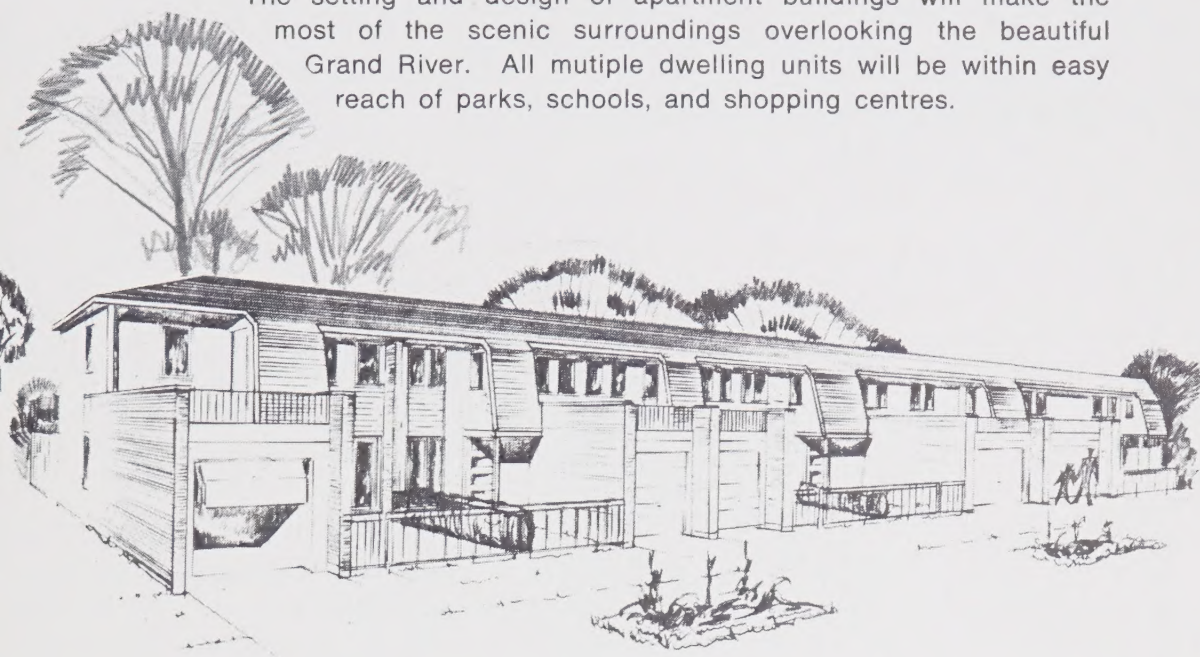
A STARTLING NEW CONCEPT

... in affordable rentals
in a variety of choices for every style of
living

Never before has such meticulous attention been devoted to the importance of variety in accommodation. Some people enjoy the breathtaking view from a high-rise apartment; others are more content with the relaxing serenity of a tree outside their kitchen window; some like the cheery warmth of a birch log crackling in a living-room fireplace; while still others appreciate the convenience of being able to sunbathe on their own balcony. The apartments, town houses, and maisonettes of Peel Village Highlands will answer the needs and tastes of every income group. The stereotyped look of Suburbia has no place here. Architects will be free to build what they dream; tenants will be free to live as they wish.



The setting and design of apartment buildings will make the most of the scenic surroundings overlooking the beautiful Grand River. All mutiple dwelling units will be within easy reach of parks, schools, and shopping centres.



GROUND FLOOR PLAN



SECOND FLOOR PLAN



A STARTLING NEW CONCEPT

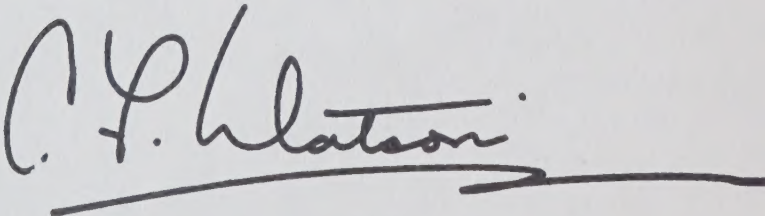
- What it may mean to you
- What it can mean to Preston
- What it means to those who conceived it.

Peel Village Highlands will soon be home to some 35,000 Canadians. It embodies a startling new concept which rolls back prices. It shapes a community as modern as tomorrow, yet draws much of its appeal and attractiveness from the timeless beauty of its Preston Grand River Highlands.

A concept of this magnitude could not have been undertaken without experience and years of knowledge of how people live with people. It is a comprehensive response to the dreams, wants, and needs of a free society in meeting a critical housing shortage.

None of this could have been achieved without the co-operation and effort of many public officials. These people worked with us throughout many long days and nights to find ways of bending old differences, conventions, and the outdated ideas that so many communities still cling to. It is therefore with a deep sense of obligation that we thank the Mayor of Preston and his council, The Chairman and the Planning Board, The Chairman and the Public Utilities Commission, The Chairman and the School Board, along with the Town staff and many others.

Our combined efforts will result in the marketing of houses in Peel Village Highlands for several thousand dollars less than the identical houses would cost in Peel Village Brampton and other Ontario centres. For this and many other reasons Peel Village Highlands is truly A Startling New Concept. To all the people who have worked to achieve the common goal of sensibly priced housing, we extend our warmest appreciation.

A handwritten signature in black ink, reading "C. F. Watson". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

CHARLES F. WATSON,
Founder of Peel Village, Brampton
Founder of Peel Village Highlands, Preston.



